Specialised discourse and multimedia– Lecce, 15.02.2019

Making specialised discourse in audiovisual content accessible for all: how to deal with terminology

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**Audiovisual content
is everywhere**

ATAWAD

This content may include specialised discourse: experts (or semi-experts) talking about a topic to other experts.

This may entail terminological challenges.

Aim

Discuss terminological challenges when trying to make

specialised discourse
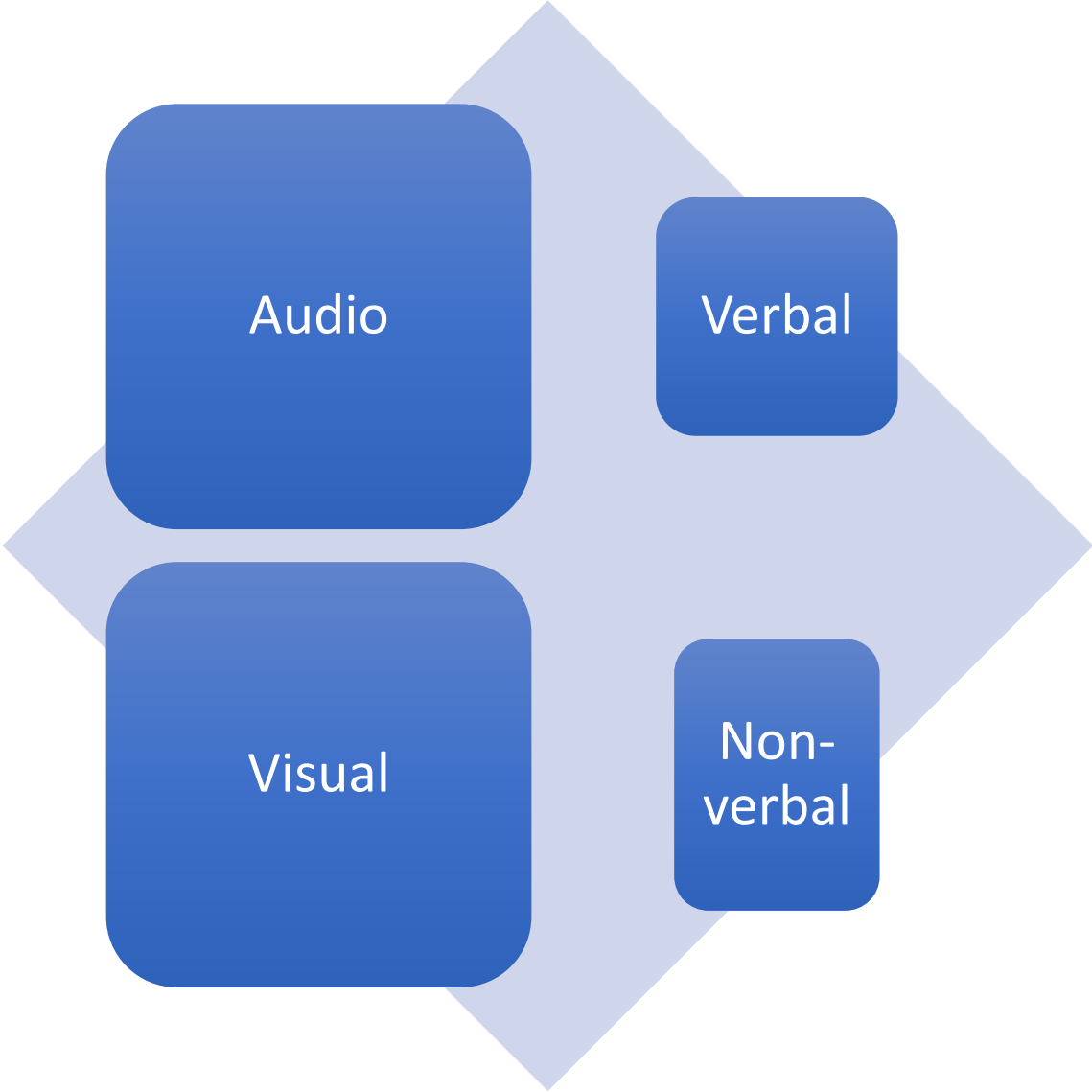
in audiovisual content

accessible for all

Aim

Discuss terminological challenges when trying to make

specialised discourse

in **audiovisual content**

accessible for all

Audiovisual content

Audio

Verbal

Visual

Non-verbal

Audiovisual content

When?

- Live (planned, semi-planned, not planned) or recorded (in different stage)

Where?

- Theater, cinema, home, educational environment, etc.

How?

- Screen (phone, tablet, computer, laptop), VR glasses, on stage, hybrid, other supports.

Audiovisual content

By whom?

- Professional, amateur (self-generated content) (see Silvia Masi in this conference, TED talks)

For whom?

- General audience/specialised audience/learners, children/adults, etc.

Audiovisual content

Genre?

- Fiction, non-fiction… and in-between (reality shows).

Function?

- Educate, entertain, inform, etc.

Typology?

- Cinema content, theater, art, etc. Dynamic/static.

Aim

Discuss terminological challenges when trying to make

specialised discourse
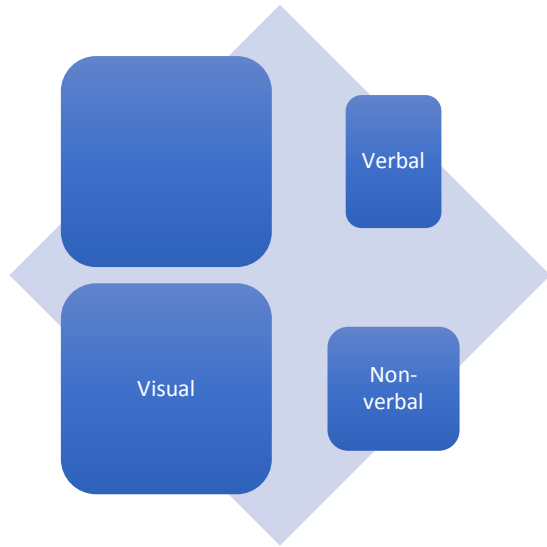
in audiovisual content

accessible for all

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Cannot fully access the audio

Translation modalities

Audio-verbal: dubbing, subtitling, voice-over

Access services

Audio-verbal & non-verbal: SDH, SL interpreting
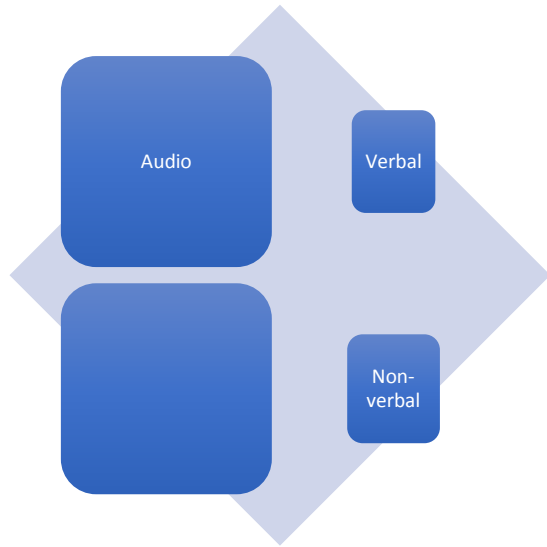
Cannot fully access the visuals

Translation modalities

Visual-verbal: dubbing, subtitling, voice-over

Access services

Visual-non-verbal: AD

Visual-verbal: audio subtitling

Audiovisual translation

Media accessibility

Audiovisual translation/accessibility

Aim

Discuss terminological challenges when trying to make

specialised discourse

in audiovisual content

accessible for all

Specialised discourse

Non-fiction may include experts addressing

- other experts,
- learners, or
- a lay audience.

Fiction may reproduce linguistic communication in specialised settings.

But is this specialised discourse?

Wide approach to specialised discourse:

- Thematically (horizontal variation)
- Different levels (vertical variation)

- Speaker: expert who transmits specialised knowledge.
- Presence of terminology.

TERMS

Cabré's Communicative Theory
of Translation

(*theory of the doors*)

TERMS

Where?

63 birds species and 88 bird families (Weisshaupt 2017)

American Golden Plover

Great Grey Owl

Pink-footed Goose

Rusting Bunting

Golden Plover

Flammulated Owl   and many more.

Beetles, record breakers
Longhorn beetle
cellar beetle
stag beetle
burying beetle
sexton beetle
tiger beetle
bloody nose beetle
tortoise beetle
diving beettle
click beetle
malachite beetle
oil beetle...

Is the function the same?

As in almost everything in translation, the reply is...

IT DEPENDS

Is the function the same?

Communicating specialised information

versus

characterizing the dramatic scene…

…and even a comic effect (example: Working)

Terminology in medical dramas

Lindell (2010) *House and Scrubs*
Puddu (2011) *ER*
Laudisio (2015) *Grey's Anatomy*
Pérez Fernández (2016) *Grey's Anatomy*
Vignozzi, Faya Ornia, Cataldo in this conference

General approach: analysis of translation techniques

Terminology in medical dramas

Medical terminology in Spanish dubbing of *ER* (Lozano and Matamala, 2009), following Molina and Hurtado (2002):

- Formal and informal terminology

- Topic

23% of "replicas" with medical terminology, translated by means of literal translation and established equivalents but also inadequate equivalents (10%), generalisations (7%), linguistic compressions (9%), deletion (4%).

Terminology in legal dramas

Zottola (2017) *Reckless*
Laudisio (2015) *The Good Wife*
Bestué (2005) *Saving Grace*
Sandrelli, this conference (in Italian dubbing)

- "legal cultural references"
- priorities influence the chosen translation technique

Terminology in reality shows

Forged in fire

"Y es que parece que se infravalora la traducción para voiceover, asociada últimamente más al docureality que al documental en sí, como si 'bueh, total, eso está para rellenar parrilla…', cuando lo cierto es que precisamente este tipo de programas suele mostrar un nivel de especialización superior al que podamos encontrar en, por ejemplo, una sitcom".

(Pérez Alarcón, 2017)http://www.lalinternadeltraductor.org/n15/forjado-a-fuego.html

https://www.youtube.com/watch?v=uPDyRiQlurQ

Terminology in science fiction

Krincvaj (2009) dubbing Czech, Moreno Ruiz (2014) dubbing Spanish & Kurki (2012) subtitling Finnish Stargate SG-1

Combination of science and fiction, aiming to entertain.

Presence of new words or new meanings to existing words.

Calque and borrowing, most frequent.

Variation in the translation decisions.

Terminology in science fiction

Translating "Star Trek" into Catalan:

- Problems with existing translations (Spanish "trekkies")
- First translations, 1998. Second round, 2005.

- How to deal with terminology? Old-fashioned glossary.

Terminology in videogame translation

Zhang (2014): interactivity, non-linearity of the translation (Excel sheets, absence of context), user interface space limitations

- Terminology can also be present (for instance, weapons)

- Importance of terminology management: a multilingual web-based terminological database?

Terminology in interviews and news

Silvia Bruti, this conference (media interviews).

Spinzi, this conference (online news)

Terminology in scientific dissemination

This conference:

- Coccetta: Disseminating scientific knowledge: The case of video abstracts
- Seracini: Making laws accessible through multimedia products
- Sole Alba Zollo: statistical science in multimodal/multimedia genres
- Rabadán & Gutiérrez Lanza: astronomy.

Terminology in science documentaries

Bianchi (2015), Mujagic (2013), Massidda (2010) deal with scientific documentaries subtitled into Italian (not necessarily with terminology)

- Increase level of formality in Italian subtitling: is this related to cultural needs?

Matamala (2009) Catalan dubbing: first approach to challenges in terminology

Challenges (based on Matamala 2010)

1. Identifying a term.

1. Understanding a term.

2. Dealing with bad transcriptions (route/root).

Example: medulamagada

Challenges (based on Matamala 2010)

4. Finding the right equivalent

1. No equivalent found: unable to find it or non-existent?
    1. Shall I create one new term?
    2. Shall I rephrase it?
    3. Shall I use a loanword?
2. Different equivalents found
    1. Are they really equivalents? Denominative variation.
    2. In vivo versus in vitro terminology.
3. Equivalent is less transparent in the target language.
4. Denominative variation in source language, not in target language.
5. Cultural differences in the use of terminology.

Some resources

TERMCAT

http://www.termcat.cat/

http://www.termcat.cat/ca/Enllacos/

Challenges (based on Matamala 2010)

5. Managing terminology: beyond self-made glossaries.

Hanoulle (2015): both manual and automatic glossaries reduce considerably both the process and pause time when translating, but terminological errors do not seem to diminish.

6. Coordinating in the workflow: from acronyms to shared documents

What about MT?

Machine translation with post-editing? (Ortiz-Boix and Matamala 2015, 2016).

Post-editing, less effort than human translation.

Slight preference for human translations by end users.

Translation of terminology, not analysed.

AVT specificities

- Speaker <> Receiver + Audience SL / Audience TL (cultural differences Hoorickx-Raucq 2005).

- Synchronisation: subtitling, voice-over, dubbing.

- Synchronisation with the images, which can fulfill different functions in scientific discourse (Marsh and White, 2003, apud Tercedor et al. 2009).

Beyond interlingual translation

Focus on legal or medical dramas or documentaries which are subtitled, dubbed or voiced-over, but…

- what about access modes such as audio description where images are translated into words?

- should we use terms?

Audio description

Schmeidler & Kirchner (2000): adding descriptions to science documentaries

- Learning science content improved
- Enjoyment increased

Agnieszka Walczak also found that AD helps to develop and retain **specialised vocabulary** in children

Audio description

Cámara and Espasa (2011): "The Rhythms of Life" (Spanish AD 1997) & scientific talk by TED with visual elements.

- Audio introduction with frozen image (60 minutes to 75 minutes).
- Figures of speech and similes.
- Synchronisation issues versus frozen images.

This conference, special panel (focus: museums).

A lot to be researched.

New approaches

More creative subtitles?

New forms of AD? (secondary)

New approaches

Could we have hybrid access services:

- Easy-to-understand subtitles?
- Easy-to-understand audio descriptions?

- How would this work for specialised discourse?
  - Interlingual subtitles in plain language? (Cf. Carlo Eugeni in this conference)
  - Interpreting in an easy-to-understand language?

Future research possibilities

Going beyond description: user-centric research?

How are mistakes perceived by specialised/lay audiences?
What type of specialised language do audiences learn?

Martínez López (2010)

- What are you doing? Waiting for the CBC.> Esperando al CBC / Esperando al hemograma.

- Trauma> trauma / traumatismo.

Future research possibilities

The role of technology: terminology management and translation tools

Educational role of audiovisual translation and accessibility (Bianchi 2015 subtitling science as a task to learn content and language)

Communicating science through audiovisual content: video abstracts (Spicer 2014)

Future research possibilities

Let's do more research so that "terminology" in audiovisual translation/accessibility becomes a key word.

Media Accessibility Platform

http://mapaccess.org

Please contribute!

MAP media accessibility platform BETA

ABOUT ▾ ACCESSOMETER ▾ RESEARCH ▾ TRAINING ▾ MODALITIES ▾ STAKEHOLDERS ▾ EVENTS ▾ NEWS

Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

Read more

PROJECTS

Understanding Media Accessibility Quality

Project duration **2017-2019**

Leading Institution **Autonomous University of Barcelona**
Funding bodies **European Commission**
Modalities **Media Accessibility**

LATEST NEWS

02/10/2018 **Languages and the Media programme online**
23/04/2018 **MAP as media partner of 12th Languages and The Media conference**
23/04/2018 **12th Languages and The Media Conference - Berlin 2018**
08/03/2018 **UMAQ conference: progamme online**
04/11/2017 **A new Collection of Movies with video-description**
19/10/2017 **EU one step closer to Accessibility Act**

◀ October 2018 ▶

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

PUBLICATIONS

Audiodescrição Didática

Type **PhD thesis**   Year **2016**

Author(s) **Elton Luiz Vergara Nunes**
Modalities **Audio Description**

TRAINING COURSES

Cursos de Audiodescrição

Course Type **Professional training course**

Institution **Azimuth e-Learning**   Year **2017-2018**
Modalities **Audio Description**

EVENTS

XXXVIII Semana do Tradutor

Type **Conference**   City **São José do Rio Preto, SP**

Date **24/09/2018, 25/09/2018, 26/09/2018, 27/09/2018, 28/09/2018**
Modalities **Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

Read more

LEGISLATION, STANDARDS AND GUIDELINES

Об утверждении Государственной программы о социальной защите и содействии занятости населения на 2016–2020 годы

Type **Legislation**   Year **2016**

Authoring **Government of Belarus**
Country **Belarus**

ГОСТ Р 57891-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИФЛОКОММЕНТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Tiflokommentirovanie and tiflokommentariy. Terms and Definitions

Type **Standards**   Year **2017**

Authoring **Pavel Obiukh, Sergey Van'shin, Federal State Unitary Enterprise "Russian Scientific-**

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